

Hazeley Sixth Form

Business BTEC – Single Award



EXAM BOARD: EDEXCEL

SPEC CODE: 601/7155/8 (CERTIFICATE), 601/7159/5 (EXTENDED CERTIFICATE)

ASSESSMENT: 2 EXAM UNITS AND 2 COURSEWORK UNITS

Students are introduced to business through four units of study. These are Exploring Business Purposes, internally assessed through assignment work; developing a Marketing Campaign which is a synoptic unit with a pre-release case study and externally assessed exam; Personal and Business Finance, which is an externally assessed exam and Investigating Customer Service, internally assessed through assignment work. In the first year of study Unit 1- Exploring Business (internally assessed) focuses on building knowledge of core business concepts and applying these to develop a broad understanding of how businesses work as well as requiring students to take a more strategic view of business opportunities and issues. Thereafter, Unit 2 - Developing a Marketing Campaign focuses on the ability of businesses to successfully make informed choices about the products and services they provide through conducting market research and research analysis, linking to key marketing concepts based around the marketing mix.

In year two, Unit 3 - Personal and Business Finance will cover the purpose and importance of personal and business finance. You will develop the skills and knowledge needed to understand, analyse and prepare financial information. Unit 14 - Investigating Customer Service will teach you about excellent customer service and how it contributes to businesses success. The unit gives you the opportunity to develop your customer service skills.



Hazeley Sixth Form

Business BTEC – Double Award

EXAM BOARD: EDEXCEL

SPEC CODE:

ASSESSMENT: 3 EXAM UNITS AND 5 COURSEWORK UNITS

Students will follow the single award route and complete additional units of work. Over the two years, you will study **eight** units which will give you a broad understanding of the operation and function of businesses. You will look at forms of business and the impact of the economic environment on business activity. You will develop a marketing campaign focused on meeting customer needs. You will learn about finance and accounting as well as the recruitment process and how important they all are in the success of a business.

How will I be assessed

- Units 1 (Exploring Business);
- Unit 2 (Developing a Marketing Campaign)
- Unit 3 (Personal and Business Finance) will be assessed by a two hour written **external examination**
- Unit 4 (managing an event)
- Unit 5 (International Business)
- Unit 6 (Principles of Management) will be assessed by a three hour **external examination** completed on computer. You will be issued with the context two weeks before the examination which will be a supervised assessment period in order to carry out research;
- Unit 14 – Investigating Customer service
- Plus one more unit yet to be confirmed.

Each unit will be graded as Pass, Merit or Distinction. This will lead to a final qualification of of two grades e.g. Distinction Distinction*. This course attracts UCAS points and is widely recognised by universities and employers.

For units that are internally assessed, you will be applying what you learn to create project and report style assignments that will be produced on the Microsoft suite of apps. For units that are externally tested, you will be learning key concepts (as well researching industry features and business practices) covered in the specification and practising for the external tests. Consolidation will be a key feature of these units.



Growing a vibrant community of exceptional people
by developing character, confidence, and creativity
by growing through taking part, volunteering, and getting to know ourselves and each other.

